



Randy L. Brown, Business Administrator
131 West Nittany Avenue
State College, PA 16801
814-231-1021
rlb21@scasd.org

To: Board of Directors

From: Robert O'Donnell
Randy L. Brown

RE: Fundraising Consultant for Fraser Street Sidewalk

Date: September 3, 2013

The administration has been working with Affinity Connection to develop a proposal for selling bricks on the Fraser Street sidewalk outside of Memorial Field. This sidewalk was an approved upgrade to the Memorial Field renovations in spring 2013.

Affinity Connection was contacted by the district based upon their knowledge base and experience of development and fundraising in the State College area.

A proposal will be presented at the September 16, 2013 board work session. This proposal from Affinity Connection will include a framework for campaign timeline, solicitation, advertising, and donation collection, processing and tracking.

The administration's recommendation will be to accept the proposal from Affinity Connection as fundraising and development consultant for the Fraser Street Brick Sidewalk campaign. If accepted by the Board, the campaign would begin in October 2013.

In other efforts to generate a district Development function, our district administrative team is drafting a proposal regarding district-wide development and fundraising services for Board consideration. Our goal is to have this information to you this fall.